



Building Your Unique Celebrity Brand

Ellen Rohr and [Clint Arthur](#)

Ellen: Hey, it's Ellen Rohr, the Plumber's Wife, turned Business Makeover expert and welcome to Business Makeover 2014. Today, right now, consider what you really want because we're going to springboard into aligned action, 21 experts- 21 days, because you know that's what it takes to develop new ways of thinking, new habits so that we can make this year our best year yet, our quantum leap year.

I have so much in store and I have my favorite guest of all 21 guests, Clint Arthur, here with us today. I'm so selfish because I get to hang out with him for a full hour and you get to play with me, how exciting. Allow yourself to be here now, dream big and to release that which isn't working and embrace new and more productive thoughts and actions. This is our breakthrough quantum leap year,

Let me tell you a little about Clint. Clint is a renaissance man. He attended the Wharton School of Business and he has a butter company, where he sells the best butter on the planet. He is a serial entrepreneur and those are just bookends to a really illustrious career, with some highs and lows and I'll have him share a little bit of his story with us today.

Perhaps the most amazing thing about Clint is that he digs deep when it comes to defining your personal brand. What is unique, different and amazing about you? How do you uncover that and communicate that so you can leverage your business, your life and really make 2014 your best year yet? I've had this experience with Clint where he has worked with me personally to help me understand what it is that's so amazing about me, specifically, so I can use my own personal brand to leverage my business and to get my message to more and more people.

I believe in business. I believe in Clint. I'm so glad you're here today. Hi Clint.

Clint: Hi, thank you so much Ellen, it's a pleasure to be here. You were calling me up to try and recruit me onto this thing and I was like Ellen, whatever you want I'll be there, no sweat. Why is that? It's because you and I have a relationship that's gone back more than two years, working together, partying and having fun together, and building our professional careers. I've watched you grow as you've watched me grow, and girlfriend you're in my inner circle, so anything you want you got it.

Ellen: I was reminded when that was happening, the classic sales skill, that when someone says yes stop talking. So when I asked you and you said yes it was all of like .5 seconds and I thought he's saying yes so it's time to say thank you. I'm so glad you're here.

We have grown together and we have a lot more great adventures in store, but I think the most important professional experience I've had in the past few years has been working

with you and identifying what it is that's great and different about me. For those of you who are paying attention you'll notice I'm laying claim to being the plumber's wife. All of what I learned started in that position, that when I left my real job and went to work for my husband, hot rod, in the plumbing business, that that was the beginning of my career. Every great thing that's happened, every terrible thing that's happened stemmed from that moment, but it's all forged me into a business makeover expert.

I understand what it is to start, fix and grow a winning business or to make one over if it's going in the wrong direction. So Clint thank you for that and we'll talk about that experience as well as many others. You tell your story that you're one of the most famous people that I've never heard of. Tell everyone a little about your story, it's an amazing tale, so everyone should hang on, and share with us where were on New Years Eve for the millennium.

Clint: Thank you. The question is really, where were you listener, on December 31, 1999? Were you at the ATM getting your Y2K money out? I remember my girlfriend had a huge stack of \$5 bills.

Ellen: Was the sun not going to rise? My mother was filling a bathtub with water and I remember thinking this is making people nuts. It was a reflective moment.

Clint: It was because I was driving a taxi that night in Los Angeles, California. Even though I was hanging out with more people than most that night, they were all in the back of my cab and I felt like I was totally alone. Even though I made more money than I would normally have made in a full week of driving the taxi, I still felt like I was the biggest loser in the world. When it was all over I went back to the tiny boat I was living on in Marina Del Rey, because that was the cheapest way to survive in Los Angeles.

It was \$282 a month, the only problem with that is that there wasn't any heat, water or toilet facilities on the boat and it was like camping out on a boat. It was fun, but when the night was over driving the taxi I went back to the boat and crawled into the bunk wearing all my heavy clothes and down comforter and would pull out my favorite book to read and to calm down. That book was *Angela's Ashes* by Frank McCort.

Ellen: I love that book.

Clint: If you haven't read it and you're a fan of beautiful prose than you are kidding yourself by thinking you've ever read any good English writing unless you've read this book. That book blows everything away. So I was laying in the bunk reading by flashlight and I'm distracted by my breath because it's condensing in the night air.

Ellen: That's how cold it was?

Clint: Yes. So that got me thinking, how did I, Clint Arthur, become a taxi driver on New Years Eve of the millennium, the night that everyone was out partying and living it up and I was driving a cab? I started thinking back over my journey because the book I was holding in my hand was actually written by my high school creative writing teacher. I studied with Frank McCort for two years in high school. He inspired me to want to be a great writer long before he ever won the Pulitzer Prize for that book, which also became a big A studio feature film.

After I graduated from high school I went to the Wharton Business School, the same as Donald Trump, where he's sent all his kids and I actually had a 4.0 GPA in my major of

entrepreneurial management and Donald Trump, being a New York Times bestselling author, inspired me to not just want to be a great and successful writer, but a rich successful writer as well.

Then the trouble began, because it was late 80s, early 90s and I saw this moving by Spike Lee called 'She Gotta Have It', and not only did he star in the movie but he also wrote it and directed and produced it. He made a bunch of money off this little independent film and I thought to myself this is really what I want. I want to be an independent filmmaker and make my money as an entrepreneur in that way. That began my 10 year odyssey of pursuing the Hollywood dream.

I moved out to Los Angeles and banged my head up against that Hollywood dream for more than a decade and at the end of that time period there I was laying in my bunk on this little boat and I had been driving a cab for more than five years. I'm not kidding when I say, at that moment I broke down and cried my eyes out because I was terrified that I had screwed up all the possibilities that I had created for myself as a young kid, getting into the best business school in the world, working hard and getting good grades.

I made this one mistake of going after the wrong goal and it put me behind the wheel of driving a cab, and I was terrified I was never going to be able to turn that around.

Ellen: I want to underline that a second. That's what this event is all about for me, is that there are these moments in life where you think, I'm on the wrong track and I don't know how to get off or, what am I doing my life is going away from me and I'm not really embracing it? That moment is really the universal moment. It is what unites us and certainly if you're interested in this program you can relate to what you're saying right here. So there you are broken down, now what?

Clint: I agree with you. I think that moment is what unites us all, because most people listening to this call will have some point in their lives where they hit rock bottom, maybe they're there right now I don't know. I can tell you this. If I was able to turn it around the way I have, I believe that anyone can. I think for me, what that was really all about was getting me to a point where I could say I did this on my own, because I've turned it around completely.

I'm laying on a lounge chair in a six star resort right now.

Ellen: In Mexico, right?

Clint: I'm at the nicest resort I think I've ever been in and we're here for 15 nights and 16 days. I don't care what the food costs. I don't care about anything because money is so not an object. I took myself from that point to this. I did not get inherited wealth or have someone hand me a business. I had to create it all from my own imagination. It all began that night when I said if being a writer and wanting to make my mark by writing stuff is going to put me behind the wheel and derail my life than I've had it I'm done.

I burned all the screenplays and books, and swore I wasn't going to write anymore and then I decided that it was me who wasn't showing up strong in this world and that I needed to change who I was and how I was showing up. I dedicated myself to taking every single possible personal growth program that I could do and I did it all, read it all and listened to every tape or book. I walked on fire with Tony Robbins and did wisdom studies with Don Miguel Ruiz himself. I did men power circles and ceremonies and it took

about a year but I finally got away from driving a taxi and got into the gourmet food business.

As I started showing up differently so did the outer circumstances of my life. I started making money with the five-star butter company, which is a long story that we don't have time to delve into now. If you want to read about the story you can go to FiveStarButter.com where the story is spelled out about how I became the guy who sells the best butter on earth to the top chefs in the world.

Ellen: Really, the short version of that is that you saw a need for something and then you filled it and capitalized on it, that's what I got from hearing your story.

Clint: That's true. I needed it for myself and other people needed it too. I filled that need and made a bunch of money. Naturally, once I started making money I met an amazing woman, who I'm here in Mexico with celebrating our 10 year wedding anniversary.

Ellen: Congratulations! Hey Ms. Ally.

Clint: She believed in me more than I believed in myself. She would say my honey is perfect and I'd be like, who is that? She's like you're perfect baby, don't you get it? Finally I started believing her a little and one day in 2002 she said, we should get involved in real estate with the real estate boom going on all around us.

I said what do we know about real estate? She said we should look into it. I bought some books and tapes, like *Rich Dad Poor Dad*, but I only got that because I wanted to find out about what this thing was all about. Little did I know that six weeks later after listening to all the tapes, I would be in escrow on my first house. I've made a bunch of money in the real estate boom, built a bunch of houses and became quite fat and happy.

Fast forward to 2008, after all the big boom I had made money in butter and real estate, and one night I was at a men's self-help campfire and an old man on the other side of the campfire pointed at me through the crackling flames and he said, you don't know it yet but you're already dead. I said what the hell do you mean I'm already dead I'm the most successful guy on this team? Eight years ago I was a taxi driver and now I'm a millionaire. I was living in a sleazy little boat and now I'm living in a mansion, what are you talking about? He goes you're already dead you just don't know it.

I didn't know what he was talking about but I couldn't stop thinking about it and I would wake up in the middle of the night mumbling to myself out of a sound sleep, I'm already dead and wondering what the heck that mean. It came to me New Years Day.

Ellen: That's going full circle moment.

Clint: It was 2009 and I sat down with my annual ritual, because once I became successful... see the men taught me some things to help me become successful and one of those was that you sit down at the beginning of the year and make a list of goals for the year. So I sit down with my mimosa and a pad of paper and pen, ready to write my goals but that year I was inspired by what the old guy said and I asked myself a question that changed everything.

Tony Robbins says, *'if you want to do better in your life than ask yourself better questions.'*

The question I asked myself was this. If this was going to be the last year of my life what would I want to accomplish this year? The first thing that came to me was surprising and that was, I have a book inside of me and I need to write that book. It's called, *What They Teach You at the Wharton Business School*.

I broke nine years of not writing and knocked that book out in three months. I'd been wanting to write it for many years. I'd made lists of what I really learned and what the big takeaways were that I learned from Wharton. I wrote them down and in three months that became my first book. I also noticed that I was obese. I just happened to notice that New Years Day and it hadn't occurred to me at that point that I might have weight issues that need addressing, but on that day I knew I needed to get healthy again, and I did and lost 40 pounds that year.

I also noticed that the economic down turn was wreaking havoc with my company. As a distributor I was getting squeezed from both sides, suppliers and customers, complaining and therefore I became a manufacturer which saved the business and helped us to go on to not just survive but to thrive during the great recession.

Ellen: I'm going to interrupt because there are things I want to underline as we go. First, you started these habits of studying and reading good books and seeking out wisdom from business and life philosophers, which became this pattern. I also love what you said about writing a list about what you really want and the timing of this program is so you can reflect. It's the beginning of the year. We want you to stop and consider if this were the last year of your life how would you live it? I love how this put a fire under you Clint, not only in your business but also physically.

What's interesting too is, and a lot of people would say at that moment that that was a good excuse to say well, my business fell apart. I was in real estate. I was a manufacturer and you know what happened in 2008 and 2009, but you've gotten more successful since then, so go on so we can hear the rest.

Clint: That was the funny part. I remember I was thriving during the recession and when they said the recession was over, I was actually sad. I was like oh man, this is the best competitive advantage I've ever had I love it. Everybody was complaining, moaning, and crying in their beers while I was out there kicking butt. It was the best thing that ever happened to me, that recession.

Ellen: Interesting.

Clint: The recession was in your mind, in between your ears. More people became rich in that recession than at any other time besides The Great Depression.

Ellen: Sometimes when you just have your head down and you're making things happen you don't even notice. Something else that happened in this moment, where you said what do I want to do if this were the last year of my life is that apparently, writing is one of your gifts and one way you can be of service because it was bubbling under the surface and there it came. That's interesting.

Clint: It really was. You may think you know what's up with yourself, but until you really commit to something, like living as though it's the last year of your life, you don't know what you're going to say. I had no idea, but unfortunately like it or lump it I'm a writer and when I meet people they say my son is a screenwriter or my daughter is a screenwriter, I always say my condolences, because I know how hard it is. It's like a curse.

Ellen: I would not be surprised at all if you give me a call and say you're not going to believe this, one of my screenplays got picked up. Go ahead back to your story. Now you're going to live your life as if it's your last year. **What else happened to you and what other transformations are in store for you?**

Clint: It turned out to be amazing and I stepped up into leadership, which is another great thing that I did. I went to the men's team meeting one day and they said we'll be electing a new team leader pretty soon. The idea of being the leader scared the crap out of me and I came home and said to my wife, honey, we need a new leader on the men's team and I think I want to run. She goes okay. She'd never liked the men's team and thought it was anti-women. I said the problem is I'm scared. I'm scared I'm going to screw up, that I'll get fired and that this is going to be a terrible experience and that's why I think I need to do it.

So I did, I stepped up into leadership and led all the men through living as though it was going to be the last year of their lives and it was amazing. By the end of that year my wife and I wanted to do this raw food retreat as part of additional weight loss. We attended this thing, and here's the real truth of it all and I don't talk about this that much.

Ellen: I haven't heard this piece of the story.

Clint: They say to you that you're not supposed to drink alcohol or take any drugs while you're at the retreat, so I quit drinking alcohol and stopped smoking pot, because that was my drug. It's not like I was wake and bake, Bill & Ted's Excellent Adventure or Mario and Kumar or Up in Smoke, but I was a frequent pot smoker. Ellen, six weeks later I did my first television appearance. I haven't smoked pot since December 14, 2009.

Ellen: Good for you. I think I've shared this with you before, but I'm 20 years clean and sober and I don't miss it at all. You make choices about your life and it's not for everyone, but for me I thought that a sober life would be the way I was going to make the most of it. Good for you, that's cool.

Let's talk a little about this. Being on TV is a big part of what you do and what you help people do, and it's really the vehicle you use to help people identify their personal brand so let's segue into that a little bit.

Clint: Before doing that I have to tell you that one of the books I wrote during my odyssey of being a taxi driver was this book called *The 100% True Life Story of a Nice Jewish Boy from Los Angeles Who Became a Drug Addict, Alcoholic, etc.* You can find it on Amazon. It's an amazing trilogy of books. In the book there's talk about 'the rocket ride'. He talked about how once you get sober your life goes on to become a rocket ride, and I never really understood that until recently.

First, I never understood that I had been addicted to marijuana. I just thought I liked to smoke pot. I was addicted.

Second, since I stopped smoking pot my life has been on a rocket ride. Everything has been going so much faster and my success has accelerated, as well as progress in my life.

Again, my first TV appearance was six weeks after I stopped smoking pot. Before that I didn't even have the courage, I was chicken. There was no commitment and since then I've done 55 TV appearances and have helped my clients to book themselves on more

than 600 television appearances on ABC, NBC, CBS, Fox, CW and other talk show programs.

What this comes down to is personal branding, so now we go into personal branding and I don't believe... this is how you know if your personal brand has any value at all. Here's how you identify personal brand values. When you send an email to a person, do they open your email or do they delete it? That's the measure of the value of your personal brand between you and that person.

Ellen: That's a really clear cut test isn't it? If Sir Richard Branson sent me an email I would open that.

Clint: In a split second, and if I sent you an email you would open it.

Ellen: If Clint Arthur sent me an email I would be in trouble for not opening it earlier and I'd already feel the pressure of how did I let this go by? The personal brand is also when it's someone who has a presence. I want to step up and be the best me that I can be with that person too, which is also part of what your personal brand is about is how you want to show up.

You use an expression I love which is to say... how you show up for anything is how you show up for everything...

Clint: Remember when we did the personal/professional awesomeness program together and I started saying it to you then? Every program I do with people is like, if you're taking some personal development program or course, however you show up in that course is exactly the way you show up in everything else in the rest of your life. Especially if the course is being done with me, because I let you know it the best way it is.

Let's go back to personal branding... here's the thing, it's like all right Ellen, at one point you didn't know or care about Clint Arthur. If I had sent you an email you would have deleted it as spam, but I have built up my personal brand in your eyes to be solid gold.

Ellen: Absolutely.

Clint: There are a number of ways I've done that and we're going to talk about the ways for you to improve your personal brand and even to have a personal brand. There are strangers out there, who your personal brand means nothing to and then there are other prospects who are warm leads and your personal brand has a little connotation and interest to it. Then there are other people, who your personal brand is solid gold with and the goal is to bring people from not having any recognition for your brand to becoming warm leads, to becoming hot prospects and clients who worship you. When you do that then you're building your herd, your tribe, and those are the people who are going to be providing your retirement.

Why is that going to happen? The first thing to keep in mind about the personal brand is that it can be developed in two ways.

1. You can either have a unique position in the marketplace. Meaning, you're the only guy/gal who does a certain thing.

For example, Stephen Hawking, has a unique personal brand. He has concepts and ideas, his own shtick being in the wheelchair and on life support, that's all personal but it

didn't prevent him from marrying his hot nurse. It didn't prevent him from being rich and having multiple New York Times bestselling books. It's all part of his shtick.

Ellen: It didn't prevent him from being on The Big Bang Theory and being hilarious.

Clint: Exactly. He's supposed to be paralyzed and can't talk and yet he's on the number one hit TV show in America, married to his hot nurse and traveling the world, and publishing books. It makes you think, what's my excuse?

Ellen: Okay, so you can have a unique position in the marketplace, that you're the only one that does this or does this in a unique and interesting way.

Clint: Right. For example, with me, I am the guy who provides the best butter on earth to the top chefs in America, that's one of my unique positions in my marketplace. My other unique position is that I am the only person in the world who teaches, authors, speakers, coaches and entrepreneurs how to create celebrity for themselves using local TV news and talk show programs. If you want to do that and create free marketing videos and build celebrity in the eyes of your prospects, target market and customers using local TV news and talk show interviews, I'm your only choice.

Therefore, I've created these unique positions in the marketplace. The other way to create value for your personal brand is through celebrity, because celebrity by definition creates a unique position for you. There are other astrophysicists in the world besides Stephen Hawking, but he's the celebrity astrophysicist. He's created that celebrity using books and television. That's what I advise my clients to do as well. It is so much easier to create celebrity than it is to have a unique position in the marketplace.

Look at Suzanne Somers, for example. She started out as a comedic actress and then went on to sell exercise equipment. She was doing an infomercial about thigh master.

Ellen: Yes, and that was essentially a spring encased in padding.

Clint: So she was taking a commodity item, like the George Foreman grill, what's the difference between his and any other electric grill? One thing, and that's the celebrity who's selling it. She used her celebrity to get rich selling the thigh master. She has since progressed to the point where today she's selling cancer cures on television. She doesn't have any credentials. She's not a cancer survivor or doctor with a PhD in cancer research. She has no credentials in that arena whatsoever, she only has celebrity and when you have that that creates a unique position for you in the marketplace, at least in the eyes of your target market and clients which is all that matters.

That then allows you to get picked for the jobs first, to get the deal, to charge higher prices, to get unexpected opportunities coming your way.

Ellen: Let me recap something that's really important. First, is that you can have more than one unique brand. You're the butter guy in the world and you're also the guy who can help folks leverage their message by getting on television and becoming a celebrity. You might have more unique positions in different marketplaces in you, and I think that's important to share. You don't have to have just one, start with one and leverage multiple brands.

So you can get the two ways to establish your personal brand or create that unique position in the marketplace or celebrity and in fact, celebrity is still going to enhance the

first one. Celebrity is going to help and here's the important part of this. This is how I got interested in what you were talking about when we were sharing this.

I want to reach more people. I believe that a business of your own expands peace, prosperity and freedom for you, for your family, for your community and on the planet. I feel very strongly that more people need to know how to start, fix and grow their own business, need to know business basics and what you called me about was how come you work with three or four clients a month. How big is this mission of yours if you're not willing to announce it in a much bigger way.

Now, for me not for everyone, television, broadcast, radio and getting my word out became part of my responsibility. That's what I said, I was going to change the world, but how am I going to do it if I'm only going to talk to three or four people a month? It's about getting on television yes, but the bigger part of it is that we can become messengers. Agreed?

Clint: I definitely agree and I want to acknowledge you for buying into your whole strategy and going for it, because you have taken my advice in terms of going after television and also, adopting the unique positioning that I identified for you. Two years ago when I first met you I started calling you The Plumber's Wife, and you didn't believe me.

Ellen: I'm a slow learner.

Clint: You didn't believe that was a great unique position, but what you have to do is identify what's unique about what you do. What's the unique aspect of your product or service or your life story and then latch onto that as your unique position in the marketplace and other people will identify with that.

Ellen: I want to say too that I seem to be a slow learner like I said. I remember once when I took a ski lesson, my ski instructor told me this thing about what he was trying to get me to feel under my foot and I remember five years later I had this moment on my skis where I went oh, that's what he was talking about. It dawned on me.

When my mentor, Frank, told me to raise my prices and figure out my asset from my elbow, and when I tell the story now it sounds like it happened instantly but it was almost two years before I raised my prices. I'm bringing this up not to let you off the hook if you're listening, but to say okay, if it's taking you a while, now is our time, our year and that's what this moment is about.

Clint, that's why I had to have you on this program with us.

Clint: Absolutely. We were able to identify what was unique about your story and then, in addition to that, you have embraced the whole concept that we can create celebrity for ourselves by going on local TV news and talk show programs and working our way up to the biggest shows in America. You've done multiple appearances in top 10 markets. You've done national appearances and we are following in the footsteps of our sister, Veronica Grey, who started out at the same time as you.

Ellen: Yes, I met her when I met you.

Clint: She was on Good Morning America.

Ellen: I talk to you a lot about my people. I'm The Plumber's Wife and I feel like, in these interviews, I'm representing my people and by that I mean I connect with home service contractors... plumbing, heating, cooling, electrical, chimney sweeps, restoration contractors, maids and carpet cleaners... I love dirty jobs. I understand those businesses, now granted there are many other businesses represented on this call which is awesome, but I always feel like I have to represent my community.

What dawns on me as we're having this conversation is; if I were to Google who is THE electrician or chimney sweep, there are all these niches that are waiting for a celebrity. Tai Pennington has done a lot of good for design and home improvement by being the star of Extreme Makeover Home Edition. He's a carpenter and on HGTV. These are people who are leveraging what they know into celebrity and they're reaching lots of people and doing lots of good.

So if this, appeals to you great, but it may not appeal to everybody who's listening today but for me it's a matter of my integrity as someone who said I want to help change the world. **How are you going to reach the maximum amount of people?** For me television has to be part of the mix, I don't know how else to make it happen. Even if you think TV isn't for you, **how do you have so much presence that someone opens your email or notices you when you show up at the mixer?**

Celebrity is somewhat of an ethereal term so let's get a little deeper into what it means to be a celebrity and how one could increase their own personal brand.

Clint: Let's be real about it. Everyone today is competing with celebrities. The celebrities are eating your lunch, they're taking the majority of the money in your niche or category and leaving the crumbs for you and all your competition to split so you're barely eking out a living and if you're sick of that, sick of being the best kept secret category or topic and you want to start doing something about it, then you have to be real and you have to start building your celebrity.

The way to do that is with television. It is the only medium that gives you real actual lasting celebrity value. What I've learned in the past two and a half years of doing TV across America is this, it's like everything else in the United States you start at the bottom and work your way up. You don't start out as the President you start out as a local community organizer in Chicago and work your way up through increasingly large responsibilities until you get the opportunity to stand in the spotlight, get on big TV shows like Barack did and make it all the way to the biggest jobs in the land.

That's how you do it and TV is the surest way to do it, because as soon as you've done your first TV appearance you become different than 99.9% of the rest of the country and the world. You're on an ABC, CBS, NBC, Fox or talk show program, which means you're a newsmaker, an opinion thought leader and that you're somebody special. It means you're a celebrity.

The way my students and I do it is to start out on small tiny shows in small cities. I started out in Salt Lake City and worked my way up.

Ellen: Home of my birth.

Clint: That's the way it goes. You've been doing a lot of stuff on Ozarks Live. You've been on in Arkansas. What are some other cities?

Ellen: Kansas City, St. Louis and my town of Springfield, Missouri, I'm a regular. I appreciate what you're saying about starting at the smaller leagues because it's easier to get on those TV shows, but let's talk about what it does to you to be on television. When you show up on TV you'll be there for approximately three minutes. **What are those three minutes like?** I want to weigh in after you do.

Clint: You will have to put up or shut up. You're there with usually three cameras pointed at you, broadcasting what you have to say and what you're doing and how you're acting, live to a viewing audience that can number from a thousand and up. That gives you the moment, which usually happens as you're on the way to the TV show or where you're flying into the city and you're thinking what am I really doing here? What do I want to say to these people? What is this all about? Why am I doing this? What is my message?

That's how I've been able to gain the clarity that I have about my message is this. From being put under the gun like that, in the spotlight where you either have to put up or shut up. You're either going to look good or look stupid or somewhere in between and the goal is to try to look good.

Ellen: If you've ever done an elevator speech or put on the spot when someone says so who are you and what do you do and you feel that armpit sweat break out in that moment where you think you should have something to say. Maybe you muddle through and maybe you've even worked on your elevator speech, but being on TV is that experience times a thousand and it's worth it for what it will make of you to go in, because talk about the moment of truth.

When someone turns to you and says Ellen, why are you an expert on how to grow a business? You're on television now so you better have something prepared to say. I remember once upon a time, Clint, when one of my goals was to win an Emmy, and you better believe I will be prepared with an Emmy award-winning speech. I would never walk up in front of six billion people or whatever and say I didn't prepare anything. Doesn't that drive you nuts? You have this audience so shouldn't you say something? It could be controversial or funny or profound, but you have this opportunity to share.

Getting on TV is one thing, but for what it will make of you that's why I'm glad I've decided to take this path as a way to develop my personal brand and help lots of people.

Clint: You've heard the saying, it's not the million dollars you earn it's what you become in the process of earning the million dollars that matters. Think about celebrity, it's not the celebrity that matters it's what you become in the process of becoming a celebrity. People say I don't want to give up my privacy and don't want paparazzi hounding me all the time. It's not going to happen, they're only interested in scandal celebrities like Lindsey Lohan, Justin Bieber they're the ones who get the paparazzi hounding them.

Celebrities like me, Ellen and others who are part of our community of magic messengers. We don't get hounded by paparazzi we're fighting for every one of those appearances that we get. We're anxious and happy to get those appearances because we know how valuable they are for our professional and personal development.

Ellen: We're getting close to the end so I want you to give me some tips here. When you work with me and others who say I want to develop my personal brand and get on TV, and what to say when someone asks. Why are you the expert at _____? **What's some of the process that you use to help someone uncover their brand, and what makes them unique and special?**

Clint: Most of the work I do these days is with my GuaranteedCelebrity.com and the Celebrity Launch pad Event, where people pay me \$10k to come to my four-day live training and webinars for the following 60 days. I work with them very closely to see who they are, what they are, what their competitive advantages are and what their unique positioning could be. I guarantee if you participate in that training you will be on at least two TV shows on ABC, CBS, NBC or Fox or CW and talk shows.

If you don't get on two shows then I have to give you your money back, so you better believe I take a long hard look at each customer to make sure I'm able to uniquely position them and help them to succeed, because I don't want to refund anyone's money I want to change the world one messenger at a time.

Ellen: Give us a preview. If I show up and say I'm a massage therapist, but I'm not sure what makes me different and better. **What are some exercises, conversations or good questions that you would ask to help them uncover that?**

Clint: What is it that you could possibly create distinction for yourself with? For example, I met a woman who said I'm one of only two LPGA teaching professionals in Las Vegas. I said could you, with peace of mind, be able to say that you're the number one teaching professional LPGA pro in Las Vegas? She said yes I could. I said that's a much better way to introduce you.

Ellen: Yes right there.

Clint: So, what you're looking for is opportunity to create the distinction between yourself and what everyone else is doing or yourself and anyone else.

Ellen: Once you've put that title together, **do you then ask what makes me the number one? What would make me different and they look within, is that the exercise? How do you uncover it?**

Clint: Here's the sad part about it all. It's much easier for other people to see it for you than it is for you to see it for yourself sometimes. So, what I would say is to talk to other people. Get a coach or mentor and talk to them and say what do you think about what I do that you see that could possibly be an area where I could distinction myself and create some unique positioning?

Ellen: Like you said, Ally found more in you than you did, once upon a time.

Clint: Yes. I saw you as The Plumber's Wife instantly, but you couldn't see it for years. This is key and I'm sorry to say, sometimes you absolutely must work with mentors in order to get ahead in your life. You're certainly going to speed up your development if you have a mentor or coach, there's no doubt.

Ellen: It's funny too, because we've talked about this before, so then even after I decided to work with you I still fought you.

So we hang onto that which is not working, instead of allowing ourselves to set down the baggage because maybe we've fought so hard to pick that old baggage up and carry it around for so long. If we're willing to set it down and see it with new eyes, it's often someone else who's going to help us uncover what's great and wonderful about us, when it's probably been there in front of us all along.

Clint: Yes, it's hard to see the forest for the trees, especially when you're in the forest. How do you see above the treetops? It's impossible.

Ellen: You have put together, because you're my friend and you're so sweet and because I told you to, for \$97 and make it fantastic so folks can get a taste for what it is you do and get started on the road to identifying their unique brand and perhaps, expanding their celebrity. Let's hear it.

Clint: I'm only doing this because I love you and I know you'll understand once I explain what's in the package. Anyone who's with us for this call, if you go to the website Ellen has set up; you can get my entire core training, to include three hours of audios and four hours of video training on how to get on TV so you can begin building your celebrity.

In addition, you get access to my entire behind the scenes videos of me and my students going on local TV news and talk show programs around the country, as well as getting a special Q&A session with me, but only available for those in the training program.

Ellen: Clint's site is BusinessMakeover2014.com/arthur.

Clint: I'll schedule a special a live HDTV webinar and everyone who registers for this course will be sent contact information. It'll be Tuesday, February 18, a special coaching webinar with me answering questions, hot seats anything. It will be awesome, three hours long and only for those on this program again, no one else.

Ellen: This is so generous. Only a portion of this program is what I initially signed up with Clint to do and I got on TV. I fuss too much and should have done what you told me right out of the gate, so it took me longer than it needed too. That's what I'm dropping this year. In the year of my business makeover I'm moving faster with less drama.

Clint: Yeah.

Ellen: We waste too much time defending that which doesn't work, defending what we're doing and why. Let it go, try something else and see if you don't get a better result. Very often someone else can see that and I'm indebted to you forever for helping me discover what's wonderful about me, Ellen Rohr, The Plumber's Wife.

Clint: And helping you to become a person where hey, it's just one more TV studio after being on how many now?

Ellen: I've been on 35 segments and like 15 different TV stations.

Clint: No matter where you go now it's just another TV segment because you've done so many of them it's no big deal. Remember, when you first started out it wasn't that way, it was scary and you weren't great, but you've become awesome and that's what you have to stand by.

Ellen: I'm getting there and it's becoming more fun. Let me share one tip you gave me that I think is really important. There are quantum leap changes and sometimes they're triggered by the smallest thing. I remember when you introduced yourself you did so as Clint Arthur. I said hi I'm Ellen. You said I introduced myself with my first and last name, because if I were the President of the U.S. I would use my first and last name. So I thought I would do that from there on out and that's now how I introduce myself, I'm Ellen Rohr, The Plumber's Wife.

It's an interesting thing, but it's just small changes and when you begin to realize that you are your personal brand, that then bleeds into everything. It will bleed into Twitter and Facebook posts, YouTube and all the other things we're talking about during the course of this event.

I was so excited about this session because it's all about you becoming a better person for what it will make of you in the attempt.

Clint, thank you so much for sharing your time with me today. I'm always inspired when I talk to you and I'm so happy to introduce you to my friends.

Clint: Yay!

Ellen: Go back to your wonderful bride and Mexican vacation.